

## **ABSTRAK**

**Adhita Dwi Septiani. Inovasi Produk Kue Tradisional Ali Agrem Menggunakan Bahan Dasar Tepung Ubi Ungu. Dibimbing oleh Agus Sudono, SE., MM dan Christian H.Rumayar, S.Sos., MM.Par**

Penelitian ini bertujuan untuk mengetahui konsentrasi tepung ubi ungu yang terbaik dalam pembuatan Kue Tradisional Ali Agrem, sehingga produk inovasi kue Ali Agrem Tepung Ubi Ungu dapat disukai panelis dan dapat diterima konsumen.

Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian deskriptif eksperimental. Dengan mengambil populasi yaitu 15 orang panelis pencicip perorangan untuk menilai konsentrat produk terbaik dari tiga sampel di Hotel Grand Pasundan Convention Hotel, penjual kue Ali Agrem, toko Soekarno-Hatta, mahasiswa/i pastry. Disebarkan kepada 50 orang konsumen untuk mengetahui daya terima konsumen. Metode pengumpulan data dilakukan dengan membagikan kuisioner kepada panelis dan konsumen. Metode analisis data yang digunakan yaitu uji hedonik Analisis Varian (ANOVA), Least Significant Difference dan pengolahan data dengan bantuan Microsoft Excel 2010.

Dari hasil penelitian yang diperoleh, Kue Ali Agrem Tepung Ubi Ungu yang mempunyai konsentrasi terbaik yaitu kue Ali Agrem yang memiliki perbandingan 1:1,5 (100 gram tepung beras dan 150 gram tepung ubi ungu).

**Kata Kunci:** Inovasi Produk, Ali Agrem, Bahan Dasar, Tepung Ubi Ungu

## **ABSTRACT**

**Adhita Dwi Septiani. Traditional Cake Product Innovation Ali Agrem Using Basic Ingredients Purple Java Sweet Potato Flour. Guided by Agus Sudono, SE., MM and Christian H.Rumayar, S.Sos., MM.Par**

This research is aimed to knowing which is the best concentration of Purple Sweet Potato for making traditional cake Ali Agrem, so traditional cake product innovation Ali Agrem Purple Sweet Potato Flour can be accepted by panelists and consumers.

The research method that was used in this research namely descriptive experimental research method. The population were 15 people individual expert panelists was to evaluate the concentrate of three sample product in Grand Pasundan Convention Hotel, Ali Agrem's grocer, pastry store at Soekarno-Hatta, and pastry students. It was distributed to 50 costumers to know consumers appeal. Data collection method done by distributing questionnaires to the panelists and consumers. Data analysis method used analysis of variants hedonic test (ANAVA), Least Significant Difference and data processing with help of Microsoft Excel 2010.

From the research results obtained, Ali Agrem cake Purple Sweet Potato Flour that have the best concentration is Ali Agrem cake which has ratio 1:1,5 (100 grams of rice flour and 150 grams of Purple Jawa Sweet Potato Flour.

Key words: Product Innovation, Ali Agrem, Basic Ingredients, Purple Sweet Potato Flour